RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 25, 1997

RJR Account #204600
Mr. G. Louras
SAM FRANK, INC.

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Gus:

WINSTON regular product has been ordered (see quantities listed below), as well as **38** skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	**1**
12300-11012	*Full Flavor*	12M	**1**
12300-11212	*Full Flavor Box*	12M	**1**

Product / Premium Arrival:	**August 11, 1997**
Ship Date to Retail:	**Week of: August 25, 1997**
SKU CUBE:	**1.7150**
SKU WT (w/o Product):	**6.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$2,127.51**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/rsxn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$70.00 (2.5 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/rsxn0000

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

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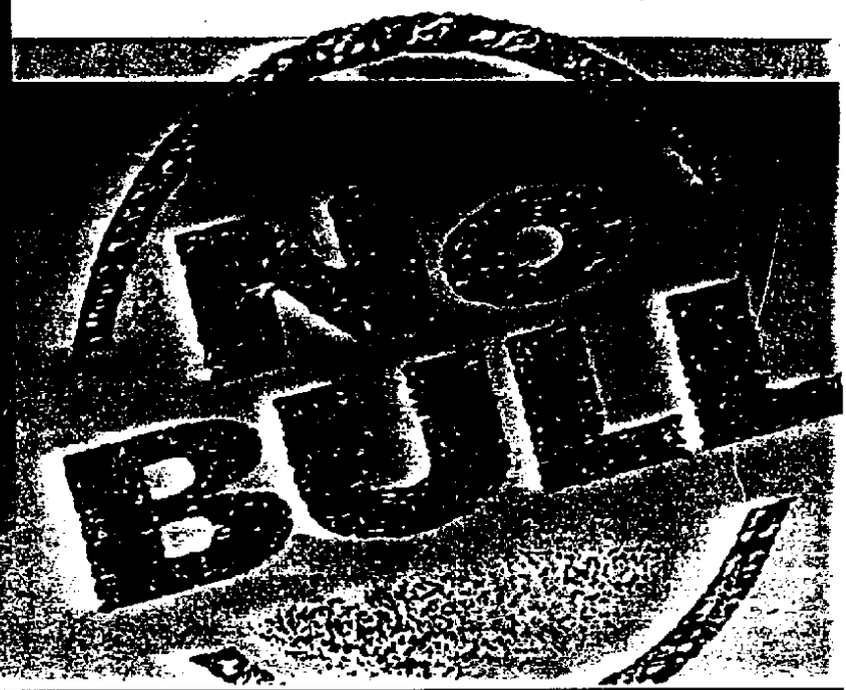
No bull.

Get 2 lighters

FREE with 2-pack purchase



Source: https://www.industrydocuments.ucsf.edu/docs/rsxn0000

WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	2		5247-0000		(802)265-8328
162302	162325	114536	YOTTS MKT	600 GAGE ST	BENNINGTON	VT	05201	1				(802)442-2221
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	3				(802)442-6856
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	1				(802)375-2792
162302	162325	294815	MANCHESTER GULF	RT 7	MANCHESTER CTR	VT	05255	1		5247-0000		(802)362-1491
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	3		5247-0000		(802)287-2059
162302	162320	300300	POULTNEY MOBIL	RTE. 30/MAIN ST.	POULTNEY	VT	05764	2		5247-0000		(802)287-5802
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	1				(802)442-1553
162302	162320	699047	HEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	1				(802)287-4000
162302	162325	760490	VILLAGE MARKET	RT 7	POWNAL	VT	05261	1				(802)823-4020
162302	162325	760628	BENMONT STOP N SHOP	BENMONT AVE	BENNINGTON	VT	05201	1				(802)442-9465
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743	1				(802)265-3820
163804	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	2		5247-0000		(802)775-9903
163804	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	1				(802)773-9898
163804	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000		(802)886-2329
163804	163828	319338	PARK MOBIL	5 N MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)773-3971
163804	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802)775-6355
163804	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	2			000503	(802)775-2413
163804	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			000544	(802)773-8122
163804	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-7628
163804	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802)446-2257
163804	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802)247-3881
163804	163825	964015	BENNY'S SUNOCO	RTES 11 & 103	CHESTER	VT	05143	2				(802)875-2728
163809	163828	114301	GREG'S MEAT MARKET	3 ELM ST	MIDDLEBURY	VT	05753	1				(802)388-2162
163809	163828	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		
163809	163828	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	2			2269	(802)388-0068

PAGE BREAK TOTAL ACCOUNTS 27 TOTAL QUANTITY 38

TEMPLATE TOTAL ACCOUNTS 27 TOTAL QUANTITY 38

********** END OF REPORT FOR PROMOTION 700649 **********

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 08/27/97

ACCOUNT NUMBER: 204600
VOUCHER NUMBER: 15367392
DATE WRITTEN: 08/27/97
STATUS: PAID
AMOUNT PAID: 70.00

SAM FRANK INC
15 CENTER ST
RUTLAND , VT 5701

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.50	70.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / RT

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